

Intent-Based Competitor Analysis Process

Identify and leverage commercial vs. informational keyword gaps to outperform competitors.

Based on [Intent Based Competitor Analysis Commercial Vs Informational Keyword Gaps](#) by Casey's SEO

Step 1: Identify True Competitors

Determine who your actual competitors are, focusing on those effectively capturing your target audience through strategic keyword targeting, not just obvious names.

- Utilize AI-powered platforms for data processing.
- Analyze competitor content strategies and highest-performing pages.



Step 2: Classify Keyword Intent and Map Gaps

Classify every keyword your competitors target by intent and buying stage. Identify their strengths, weaknesses, and missed opportunities.

- Analyze competitor content depth and user engagement signals.
- Look for opportunities where competitors are missing local commercial intent variations.



Step 3: Prioritize Opportunities

Evaluate and rank identified keyword gaps based on search volume, competition, commercial value, and alignment with your business goals.

- Focus on opportunities that offer the highest possible return on content investment.
- Consider the immediate revenue potential of commercial intent keywords.



Step 4: Develop a Strategic Implementation Roadmap

Create a detailed plan outlining which keywords to target, the type of content to produce, and optimization strategies for both search engines and user intent.

- Ensure content funnels guide users smoothly from informational to commercial stages.
- Integrate calls-to-action and internal linking effectively.



Step 5: Optimize for User Experience

Ensure commercial pages prioritize clear value propositions and conversion elements, while informational pages offer in-depth, organized content.

- Test different page layouts and conversion elements.
- Address each stage of the buyer's journey with relevant content.



Step 6: Monitor Real-Time Intent Signals

Implement systems to continuously monitor competitor moves, emerging market opportunities, and changes in user search behavior.

- Track competitor content publication schedules and keyword targeting changes.
- Leverage autonomous competitive intelligence systems for automated analysis.



Step 7: Measure Success Metrics

Track key performance indicators such as organic traffic growth, commercial keyword rankings, lead quality improvement, and market share capture.

- Focus on metrics that directly impact business revenue and market position.
- Continuously report on performance and analyze the 'why' behind the results.

Resources & Further Reading

Related guides for this process:

■ Intent-Based Competitor Analysis Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/intent-based-competitor-analysis-checklist.pdf>

■ Action Sheet: Intent-Based Competitor Analysis

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/intent-based-competitor-analysis-commercial-vs-informational-keyword-gaps-action-sheet.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ AI SEO Tools Comparison: 2025 Software Rankings – Casey's SEO

<https://caseysseo.com/ai-seo-tools-comparison-2025-software-rankings/>

■ Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO

<https://caseysseo.com/colorado-springs-competitor-benchmarking/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Finding Your Competitors' Content Blind Spots: Advanced Semrush Gap Analysis, Made Easy – Casey's SEO

<https://caseysseo.com/advanced-semrush-techniques-for-competitor-content-gap-analysis/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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Target the right keywords at the right stage of the buyer's journey to capture revenue.